

May 2013

Weddings - US

“While the wedding market has returned to modest growth, a smaller share of the population is choosing marriage and more opting to cohabitate without commitment instead. Industry players will need to look beyond the traditional parameters of weddings to attract marriage holdouts. Other avenues for market growth include answering other ...

The Arts and Crafts Consumer - US

“The arts and crafts industry has room to grow in the U.S. To increase involvement, marketers must appeal to more consumers by positioning handmade items as conducive to financial, personal, and social gain. The most likely artists and crafters are those who can either save or make money by ...

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American Lifestyles 2013: Five Years Later - US

“Nearly four years into the economic recovery, the labor market remains historically weak and median household incomes have yet to return to pre-recession levels. The lingering effects of the worst economic downturn since the ‘Great Depression’ of the 1930s have consumers retaining a budget mindset that applies to purchasing across ...

Living Local - US

“Local marketers have a challenge to simultaneously position local involvement as conducive to community and personal gain. While helping the local and wider economy and supporting patriotic sentiments are leading drivers of living local, participation in the local market are unlikely to be completely selfless. Whether focused on bettering their ...